

## **The Influence Store Atmosphere Towards Customer Emotions and Purchase Decisions**

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**ABSTRACT:** *The purpose of this study is to explore and test the influence of store atmosphere towards customer emotions and purchase decisions. The design of this study used the survey method with data collection through questionnaire. The population in this research is customer supermarket Mega Matahari Kendari. The data were obtained by distributing questionnaire for 100 respondents by the method quotas sampling. The data was analyzed with the Structural Equation Modeling (SEM). Research results showed the high store atmosphere has a significant effect towards customer emotions and purchase decisions; there for customer emotions has significant effect on purchase decisions. Finally, customer emotions act as a partial mediating the relationship between the store atmospheres on purchase decisions. The practical implications of these studies provide knowledge and information for supermarket Mega Matahari Kendari in an attempt to improve customer emotions and purchase decisions through the application of the concept of customer behavior. Research limitation, findings are limited to the cross-sectional design of the study and the supermarket. Originality of research can prove the test configuration model of integrated relationship between the store atmosphere to increased customer emotions and purchase decisions. The role of mediation of customer emotions proved significant influence on increasing purchase decisions.*

**KEYWORDS :** *Customer Behavior, Store Atmosphere, Emotions, Purchase Decisions*

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### **I. INTRODUCTION**

A community in Kendari seen from a massive domestic product regional gross domestic product (PDRB) during the time period 2007 to 2011 (see table 1) continued to experience the increase, even if seen from developments tend to fluctuate. Of the nine sectors of the economy, the growth trade sector ranks fourth reached 11.08%. This fact is also supported by the per capita income community Kendari (table 1) in the time frame 2008-2011 also showed an increase from year to year, despite the increase was still tend to be fluctuate.

**Table 1: Growth of population Per capita income Kendari Based on the Price applied Year 2008-2011**

<b>Year</b>	<b>Per Capita Income (Billions)</b>	<b>Growth (%)</b>
2008	14,280,674.35	-
2009	16,582,355.26	13.88
2010	16,729,555.97	0.88
2011	18,599,708.42	10.05
<b>Average</b>	<b>16,548,073.50</b>	<b>8.27</b>

Source: Central Statistic Agency Kendari

The increase economic and earnings of society Kendari have also been refashioned by investors to invest in Kendari. Investment up with a rapidly growing is currently in trade and hospitality sector. Bubble trade, one of the up with a rapidly growing at this time, supermarket, whether in small-scale medium-sized enterprises, and large-scale. One of the supermarkets that is in Kendari, supermarket in Mega Matahari. In accordance with the concept supermarket self-serving, customers have faced in the atmosphere supermarket/shops (store atmosphere that are convenient,) to customers to buy store atmosphere is one of the judges retail mix (retailing mixed), which consists is: products (breadth and depth diverse products), Our (Advertising, publicity, and public relations), distribution (location and h), price, presentation (layout and the atmosphere), Personnel (customer service and sales private), Lamb, Hair and McDaniel (2001).

Store atmosphere according to Sutisna and Pawitra (2001) is status affection and cognition that can be understood consumer in a shop, even though they may not be fully realized in shopping time. Store atmosphere is of significant concern during hospitalization by partial, because at this moment shop is fun and not just trading activities and therefore will respond to consumer environment will and chose to shop that was considered providing comfort. Know and understand the atmosphere shop is not an easy thing because the atmosphere shop is a combination of the things that are emotional. A pleasant atmosphere arrangement shop will be able emotional feelings consumer shopping (on-line emotions), which in turn will have an effect on the implementation will. This was as proposed by Gilbert (2003), that store atmosphere that the changes made to design of the environment buy that produce stock exchange emotional which then raised the possibility that will be held. Based on the explanation above, the goal of this research to find out the influence store atmosphere to emotion and purchase decisions.

## **II. LITERATURE REVIEW AND CONCEPTUAL MODEL**

Kotler and Armstrong (2008), purchasing decisions is buy brands that most pleasure, but there are two factors could be between intention will and purchasing decisions. The decision-making process according to Kotler (2009) is made from the five phases, namely; introduction to needs, information search, evaluating alternative, the decision of will, and on post-will. Purchasing decisions can be seen from frequency will, customer satisfaction a comprehensive, and attract buying interest. Customer emotional when he was in the shops to be monitored by the partial, this was because of his emotion customer relative difficult to be measured. According by Hawkins et al., (2004) emotion is a feeling that there can be controlled but can influence behavior or custom one. Hawkins also shared emotional dimension to be three main parts, namely pleasure, arousal, and dominance. Mehrabian and Russell (1974) that was quoted as saying by Billings Wendy (1990) found that the response to a signal that provided in a physical with a feeling that can be described in the three-dimensional Pleasure, passion and domination. These feelings then affected response on individuals in the environment, speed up both on approach or evasion. Store atmosphere was a mix retail that is required by shop or mall. The purpose of the store atmosphere among others: help determine image shops, putting retail shops in the mind consumers, and the layout shops that effectively would not only guarantee comfort and convenience but also had a profound influence on the pattern and cross-customers, and on shopping (Lamb, *et al*, 2001). Atmospheric or the atmosphere, described by Minor & Mowen (2002) related to how managers can manipulate design buildings, space, the space plan interior streets texture carpets and walls, smell, color, shape, and a voice that was experienced by the customers are to reach a certain influence. Next store atmosphere (for example, the atmosphere in shops) according to Kotler (2005) is season planned, according to market the targets and which could attract customers to buy. Lamb, *et al* (2001) which operate electric understanding of store atmosphere, namely the impression of physical layout shops, decoration, and the surrounding environment.

The elements of store atmosphere according to Berman and Evan (1992) is comprised of the four elements: (1) Exterior, consisting of storefront, Marquee, Entrance, Display Window, height, and Size Building, Uniqueness, Surroundings Area, and parking area; (2) General Interior Design, consisting are of flooring Color and Lightening, Scent and Sound, Fixtures, Wall Texture, temperature, Width of Aisles, the Dead Area, Personnel, Service Level, and Price; (3) The layout Pool, consisting is Allocation of floor space for selling, personnel, and customer; and (4) Interior Point of Interest Display, consisting is Theme setting Display, and the Wall Furnishing products such as tray. Levy and Weitz (2001) organizing component store atmosphere into two parts, namely in store atmosphere and out store atmosphere. In store settings atmosphere is in the room that is related to the layout: internal, sound, odor, and texture. While out store atmosphere regarding the components: external layout, texture, and exterior design. In relation to the store, Levi and Weitz (2001) suggested that manager based for the purpose of atmosphere, namely: image must be consistent with shops and strategy as a whole, help consumers in determining purchasing decisions, and when to make a decision about design, managers have to remember about the cost that is needed with a certain design that once-good in accordance with the fund that was budgeted.

### **2.1 Relations between store atmosphere with customers emotions**

The atmosphere outside shops, the atmosphere in the inner shops, layout shops, and interior decoration store that is a component of the atmosphere shops can generate pleasure, the passion customer customers, and the taste freedom customer or domination when consumers are in store. This is in accordance with the statement from Mowen and Minor (2002), that the atmosphere shops affect emotional shopper, who then pushed to prop up or to curb spending". There is also a Cheng, et al (2009) which concluded that emotional state Store atmosphere affected a customer who will cause as well as or degradation will. The emotional feelings will make two dominant, namely euphoria and raise desire, both that emerged from psychological set or wishes that is sudden impulse) Cheng, et al, (2009). Thus is a

growing as well as perception customers will shop atmosphere, it will be better emotional customers. Thus first hypothesis which then asked is:

**H1. Store atmosphere has a significant positive impact toward customer emotions.**

**2.2 Relations between store atmosphere with purchase decision**

The atmosphere outside shops, the atmosphere in the inner shops, layout shops, and interior decoration store that is a component of the atmosphere shops that can be made as Directors by the purchase decision. Levy and Weitz (2001) said that the behavior will consumers also influenced by the atmosphere shops. There is a growing increased customer perception will be the atmosphere shop will be more increase from the consumer purchasing decisions. Thus, then the hypothesis was the second question is as follows:

**H2. Atmosphere store has a significant positive effect on purchase decision**

**2.3 Relations between the customer emotions with purchase decision**

Emotional customers in ditoko after responding to the atmosphere advanced shop have an impact on purchasing decisions. Shopping emotion is the determining factor is important that affect consumer behavior in a number context. In particular, shopping mood emotion or a consumer is considered as situational answer becomes compliment variables that affect on shopping one (Dawson, Bloch, and Ridgway 1990). Research Results from Levy and Weitz (2009) and Pragita, et al (2013) shows that the influence of emotion with purchasing decisions. Thus, the low emotional customers will have an impact on purchasing decisions. Thus, the hypothesis that the proposed in this study is:

**H3. The customer emotions has a significant positive effect toward purchase decision**

**2.4 Relations between store atmosphere and customer emotions with purchase decision**

Mowen and Minor (2002) stated that atmosphere as design business environment buy to produce the influence emotional specifically to overseas buyers will likely increase will. Solomon (2007) mood a person or psychological state at the time will have a great impact on what bought or how to assess refund most. There is a growing customer in entering bermelaksanakan comfortable activities in the store will be more increase emotion and at the end customers decided to buy. The hypothesis to four the question is:

**H4. Customer emotions is a mediator of the relationship between the store atmosphere on purchase decision**

The role customer emotions, store atmosphere and purchase decision variables based on the service marketing theory have positive effect; yet, in the empirical test, the findings are different. Referring to the concept of the former research, the researcher wants to prove that customer emotions are mediating variables that mediate the effect of atmosphere store on purchase decision. Based on this reason, the researcher builds conceptual framework as presented in the Figure 1.

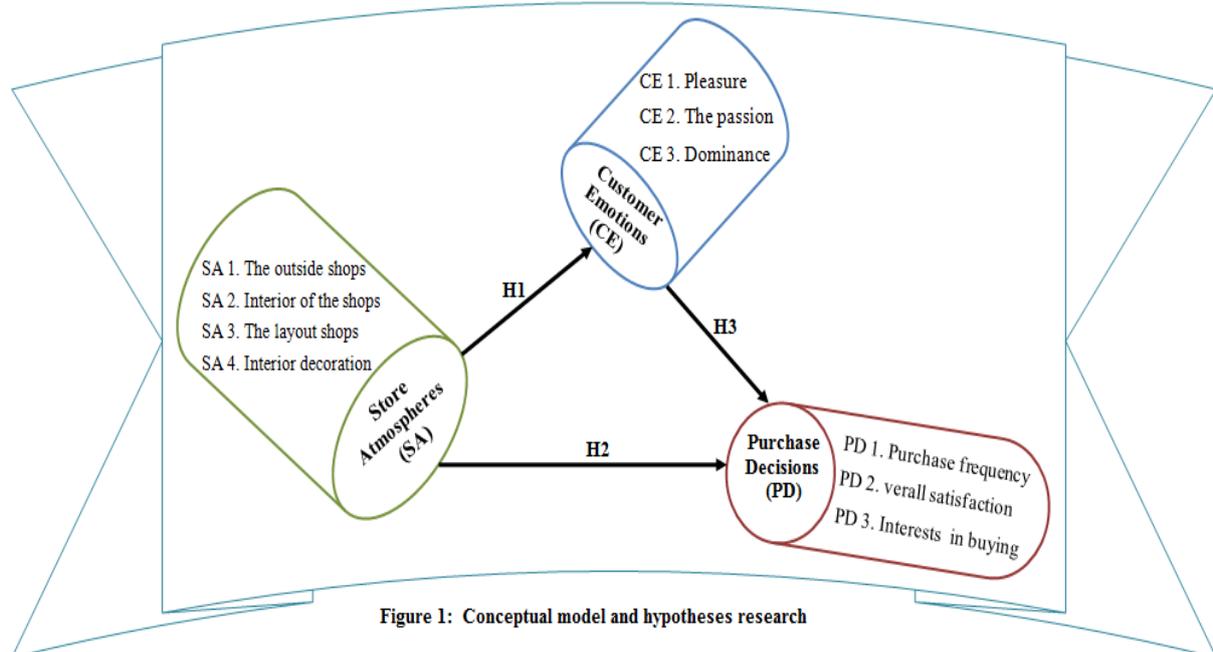


Figure 1: Conceptual model and hypotheses research

### **III. RESEARCH METHODS**

The design of this study used explanatory research approach. It means that this research aims to obtain an explanation of causality relationship among variables of store atmosphere, customer emotions and purchase decision through hypothesis testing. This research will be done in the surrounding supermarket Mega Matahari Kendari, the selection of this because the location was classified as a complete variance modern retail product and offered in various product categories, size products, variety a registered products, and also the completeness and comfort in the shops that makes customers comfortable shopping. Supermarket Mega Matahari is also one of the many visits from Matahari department store which is relatively Kendari by the community. Based on issues and the aim of the research, this research aims to explain the relationship between store atmospheres with purchase decisions was mediated by emotions that was tested by hypothesis test. Research was done in one of the mall that was found in the City Kendari. The population in this research is supermarket customers in the Mega Matahari, with the number of sample as many 100 respondents. A massive sample refer to the number of indicator, this is because the characteristics of the population samples taking the infinite done by the method quotas sampling.

Data collection research using the survey method. The collection of data used questionnaires that distributed to the customer supermarket Mega Matahari Kendari. The distribution is conducted by customer and explains the questionnaire while the researcher wait the respondent to fill up the questionnaires or the researcher fetched the questionnaire from the supermarket Mega Matahari customer. Finally, the researcher conduct in-depth interviews to fine tune the information. Therefore this technique support and reveal the facts behind quantitative analysis information. Method used in-depth interview data collection refers to. There are two ways In-depth interviews, i.e. closed-open interviews and documentation interview result. The more detailed interviews carried out by researchers where the respondents are considered to be able to explain the substance of this study. The measurement of data from all research variables used the Likert scale. The determination Likert scale in this study used a 1 to 5 level scale for all variables. A five-point Likert scale was employed with a score of 1, indicating “strongly disagree”, and 5, representing “strongly agree”, to extract the different attitudes of respondents Malhorta et al. (2010). The present study used the Statistical Package for Social Sciences (SPSS) for descriptive and inferential analyses (e.g. sampling profile, correlation).

To test the proposed relationships among the study variables, Structural Equation Modeling (SEM) was conducted using the AMOS program. As suggested by Hair et al. (2010), construct validity was assessed by running a confirmatory factor analysis (CFA) before testing the hypothesized paths using the SEM. The mediating roles of customer emotions were tested by examining the direct and indirect effects of these constructs' predictors on purchase decision. The reasons selection method of Structural Equation Modeling with using AMOS program (Analysis Moment of Structural) as follows: (1) a model the conceptual framework of this study, a pattern of a causal relationship between the store atmosphere directly affects the customer emotions and purchase decision. Store atmosphere was also hypothesized to influence purchase decision through the mediation of customer emotions, many relationships and hierarchical nature of the relationship in this study can only be solved with the help of structural methods; (2) this study uses latent variable measured by the indicators. SEM suitable for confirming unit-dimensionality of indicators for a constructs, (3) variance-based SEM with AMOS method is one of the multivariate analysis techniques can do a series of analysis of some latent variables simultaneously, thus providing statistical efficiency, (4) The SEM analytical approach combines factor analysis, structural models, and path analysis.

### **IV. ANALYSIS AND RESULTS**

Table 2 depicts the demographic profile for the sample, which is reasonably balanced by gender and is well spread over age, profession, education groups, and Revenue/month (Rp). For the analysis of supermarket Mega Matahari customer attitudes SPSS software was used. According to the descriptive statistics that were generated store atmosphere (mean = 3.42); customer emotions (mean = 3.30); and purchase decision (mean = 3.45) is high and all the mean scores for the ten statements related to indicators were above the median value of 3 (see Table 3). The measurement model for all latent variables in Table 3 shows that the estimated value at loading for all indicators have values which are larger than .70 (Solimun 2010; Hair et al., 2010) and the value of CR is significant at the confidence of 95% ( $\alpha = .05$ ). This reflects that the correlation of all indicator variables are positive and significant and valid for being used in reflecting the measurement of the latent variable, that is store atmosphere, customer emotions and purchase decision. The critical value (CR\*) shows that all indicators can be used in measuring latent variables since the values of CR\* are significant at  $\alpha = .05$ .

**Table 2: Respondents profile**

Characteristics Respondents		Frequency	Percent (%)
Gender	Male	37	37.00
	Female	63	63.00
Age	≤ 20	12	12.00
	21-30	28	28.00
	31-40	32	32.00
	41-50	23	23.00
	≥ 51	5	5.00
Profession	College students	12	12.00
	Servants Civil (PNS)	26	26.00
	Members of TNI / Police	15	15.00
	Self Employed	37	37.00
	Other	10	10.00
Education	Elementary school	7	7.00
	Secondary education first	48	48.00
	Diploma	5	5.00
	University	40	40.00
Revenue/month (Rp)	≤ 2.000.000	10	10.00
	2.000.000 - 4.000.000	44	44.00
	4.000.000 - 6.000.000	28	28.00
	≥ 6.000.000	18	18.00

Notes: n = 100

**Table 3: Loading Factor and Mean**

Construct	Indicators	Loading factor	Mean	
			Indicators	Variable
Store Atmosphere (SA)	SA 1. The outside shops	0.889*	3.39	<b>3.42</b>
	SA 2. Interior of the shops	0.884*	3.41	
	SA 3. The layout shops	0.940*	3.45	
	SA 4. Interior decoration	0.870*	3.42	
Customer Emotions (CE)	CE 1. Pleasure	0.926*	3.24	<b>3.30</b>
	CE 2. The passion	0.902*	3.22	
	CE 3. Dominance	0.927*	3.44	
Purchase Decision (PD)	PD 1. Purchase frequency	0.855*	3.50	<b>3.45</b>
	PD 2. overall satisfaction	0.920*	3.47	
	PD 3. interests in buying	0.876*	3.38	

Notes: loading factor (Acc. value > 0.70); Significance at: \*p < 0.05.

For the appropriate “goodness of fit” test, structural equation modeling (SEM) analysis was performed using the “Amos 16.0” software. SEM, which is a multivariate technique, was chosen for this study because it is able to analyze the relations between both unobservable (latent) and observable variables and test the validity of a causal structure. This study uses the AMOS to verify the structural equation modeling (SEM) and uses the maximum likelihood to analyze the theoretical models for goodness of fit. The use of SEM estimates the effects simultaneously and is thus more true to the simultaneous nature of the impact of these variables in the research model. It also allows for convenient estimation of the effects of individual predictors Hair et al. (2010). The measurement model relates the observed and unobserved variables that justify the use of the latter in estimating the former Sekaran (2006). The estimation of the measurement model through confirmatory factor analysis (CFA) is a prerequisite in validating the structural model that is of interest in a piece of research. Upon subjection of the measurement items to CFA (see Table 3), the chi-square value ( $\chi^2$ ) of 43.667 (df = 100, p < 0.000) was obtained, indicating the goodness-of-fit. Furthermore, the  $\chi^2/df$  ratio was 1.365, which enhances the acceptability of the model as it is within the acceptable range of  $\leq 2$ , 00 Hair et al. (2010). Other fit parameters (see figure 2) of GFI = 0.904, the comparative fit index (CFI = 0.987) and normed fit index (TLI = 0.982) is higher than the accepted standard value of 0.90; as well as the root mean square of approximation (RMSEA = 0.082) is lower than the accepted standard value range of 0.08; the mean residual square root of RMR = 0.02 is lower than the acceptable standard value 0.05. A value close to 0 suggests a better goodness of fit. Overall, we found that the model had an acceptable goodness of fit. Using the “model building technique”, the model was finalized by including in the independent model the proposed modification indices paths. According to the results, as presented in figure 2, all the important indicators of the model fit, as suggested Hair et al. (2010), are above the accepted values. For this reason this model is considered as an acceptable one (Figure 2).

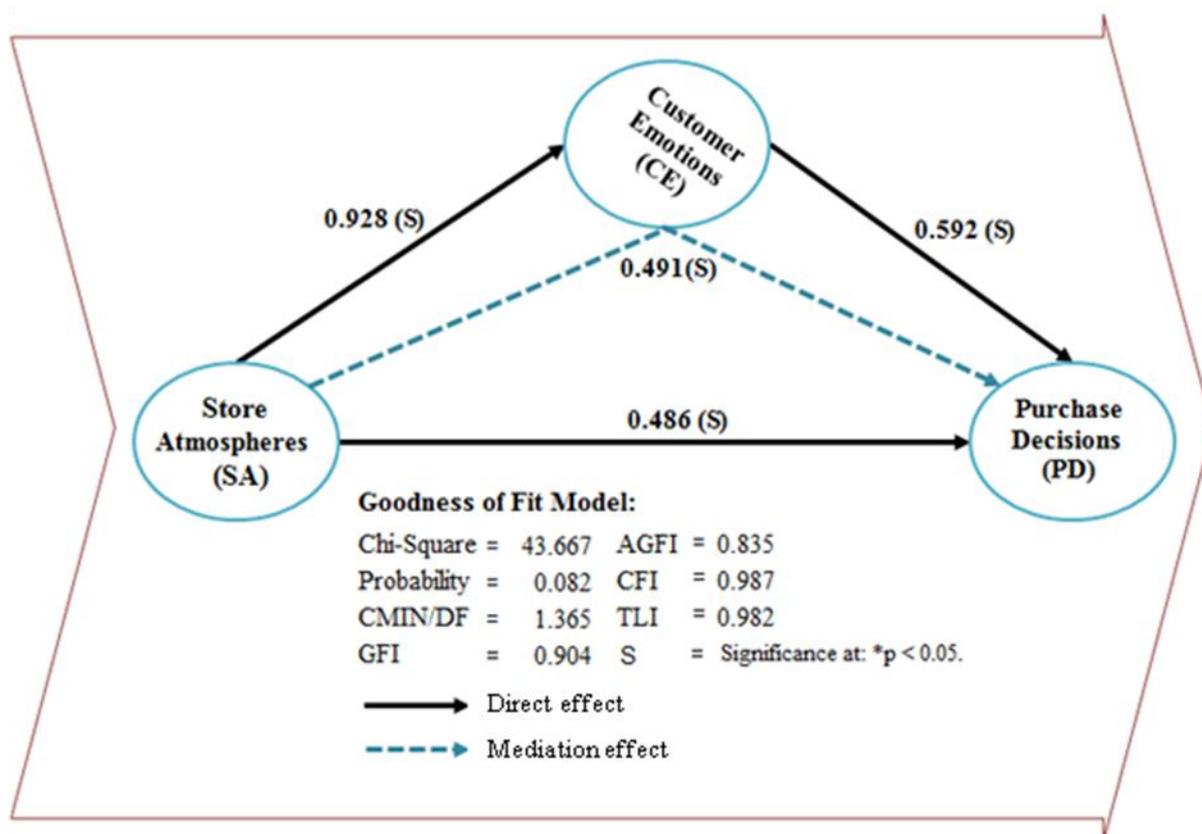


Figure 2: Diagram for Hypothesis Testing and Path Coefficient

The structural relations model test carried out after the structural model built in accordance with the results of the observation and the suitability of the structural model index. The purpose tested of structural relationship models to relationship between latent variables or indicators of relationship with fellow latent variables that are designed. In this study there are four structural relationships that the three direct links and one an indirect relationship. Figure 2 showing fourth relations built in this work as a whole had links significant either directly or indirectly of a variable latent observed. The result analysis model structural above built as a basis for analyzing the relations between variables latent and the testing of hypotheses first served value standardized weights regression with the purpose to know the relation between variables latent and rate significant relations causality.

Table 4: Hypothesis testing and path coefficient

Direct Influence	Path Coefficients	p- value	Empirical Evidence
H1. Store Atmosphere → Customer Emotions	.928	.000	Significant Accepted
H2. Store Atmosphere → Purchase Decision	.486	.002	Significant Accepted
H3. Customer Emotions → Purchase Decision	.529	.000	Significant Accepted

Test For The Impact of Mediating Variable

Exogenous	Mediation	Endogenous	Path Coefficient	Result
H4. Store Atmosphere →	Customer Emotions →	Purchase Decision	.491	Partial Mediation Significant Accepted

Note: p-value = significant at  $\alpha < 0.05$

The structural model examines the hypotheses of the research model. Most of the proposed hypotheses were supported except for H1 is store atmosphere has a positive and significant impact towards customer emotions ( $\beta = .928$ , p-value = .000). The results indicated that store atmosphere is related positively and significant on purchase decision ( $\beta = .486$ , p-value = .002) and customer emotions has a significant impact on purchase decision ( $\beta = .529$ , p-value = .000). Thus the results of the analysis supported H2 and H3. Finally

the test result of path coefficient and hypotheses for the impact of mediation variable in Table 4 shows that the impact of store atmosphere on purchase decision through customer emotions is partial mediation. There was enough empirical evidence to accept (H4), the high customer emotions act as mediating the relationship between store atmosphere and purchase decision. That was, the store atmosphere directly has significant effect on purchase decision. However, through customer emotions as mediation variable, store atmosphere significantly can affect purchase decision.

## **V. DISCUSSION**

The study of purchase decisions by Theory of Planned behavior approach is an attempt to photograph the facts Studies on purchasing decisions by Theory of Planned behavior approach is an attempt to photograph the facts or conditions or the absence of either high or low purchasing decisions from the aspects of store atmosphere and the customer emotions. The results obtained by analyzing the store atmosphere on the customer emotions and purchase decision show a positive and significant impact. The test results indicate that there is enough empirical evidence to accept (H1 and H2) which states that store atmosphere significantly enhances customer emotions and purchase decision. The result of hypothesis testing shows that store atmosphere has positive and significant impact on customer emotions and purchase decision. Therefore, the result of this research has proven that better store atmosphere would increase customer emotions and purchase decision of supermarket customer in Mega Matahari Kendari. The result of this research is consistent with the customer behavior theory (Barnes, 2001) which states that one of the key factors affecting purchase decision is store atmosphere and customer emotions. This result confirms the finding of Mowen and Minor (2002) who concluded that store atmosphere significantly influence purchase decision. However, these findings support the results from Cheng, et al (2009). Results of the study showed that the atmosphere shop directly toward purchase decision will significantly affect supermarket customer in Mega Matahari. This indicates that more increase customer perception on the atmosphere supermarket customer in Mega Matahari, and it will be increasingly growing purchasing decisions by the consumer. This research to strengthen research results from Levy and Weitz (2001).

The test results indicate that there is enough empirical evidence to accept (H3) which states that a customer emotion significantly enhances the purchase decision. The result of hypothesis testing shows that a customer emotion has positive and significant impact on purchase decision. The analysis results indicates that the higher customer emotions is will improve purchase decision; further, the higher the customer emotions, it will increase purchase decision supermarket in Mega Matahari. This result implies that a customer emotion has a mediation role of the store atmosphere effect on purchase decision. It indicates that the more emotional customers will be more increase customer purchasing decisions supermarket customer in Mega Matahari. This research to strengthen research results from Levy and Weitz (2001) and research results from Pragita, et al (2013). This result develops consumer behavior theory proposed by Engel, et al., 1994 consumer behavior is the actions of individuals who are directly involved in obtaining, consuming, and used products and services, including decision-making processes that precede and follow these actions. Kotler & Keller (2009) the results of the purchase of a product is influenced by various factors, namely marketing mix, the range of economic, technological, political and cultural characteristics of consumers and consumer psychology (motivation, perception and attitude). Therefore, the manufacturers need to understand how consumer behavior in order to satisfy the needs and desires of the consumer. The meaning is to note that the understanding of consumer behavior is not an easy job, but it is difficult and complex, especially due to the many variables that influence and the interaction of these variables. Even so, the pertinent company will be able to gain greater profit than its competitors because understanding the company consumer behavior can give better satisfaction to the consumer (Kotler, 2005).

There was enough empirical evidence to accept (H4), the high customer emotions act as mediating the relationship between store atmosphere and purchase decision. That was, the store atmosphere directly has significant effect on purchase decision. However, through customer emotions as mediation variable, store atmosphere significantly can affect purchase decision. Our findings support the theory of consumer behavior is a marketing philosophy that focuses on maintaining long-term relationships with existing customers. The assumption underlying the concept of consumer behavior thinking is the final consumer or business customers prefer to establish a sustainable relationship with the organization from the customer's need changing in order to get the expected value. Those indicate that although the atmosphere store would be higher than its influence with purchasing decisions if through emotion, but the atmosphere shop directly to significantly affect purchasing decisions. A result of research is in accordance with the statement from Mowen and Minor (2002), where the atmosphere shops can be an emotional consumers and increasing its will.

## **VI. LIMITATION AND FUTURE RESEARCH**

As in any study, there are a few limitations of the current research that should be understood when interpreting the results and implications. The convenience sampling used was not random and it is difficult to obtain a fully matched profile of respondents from supermarket customer in Mega Matahari Kendari Southeast Sulawesi. Limitations or is only examine the supermarket, so there is a possibility that these research results cannot be generalized according to the other mall. This research is also not fully using parts of indicator store atmosphere that has been put forward by Berman and Evan (1992). Therefore, in order to further research need to add some mall. Furthermore, in the preparation questionnaire suggested asking for the entire indicator store atmosphere that has been put forward by Berman and Evan (1992). Finally, the study was limited to the presentation of an analysis of the relationship in a cross sectional. The ever-changing business environment needs to be identified. Therefore, it is necessary the study of advanced research with longitudinal design flow up to test again whether the relationship between the variables analyzed in this research have changed. For further research, it needs to explore the level of purchase decision based on the reason of opening revenue and education background. Further research since customer relationships are built over time, the cross-sectional research cannot fully capture the dynamic, interactive, and non-linear nature of so many relationship variables. Moreover, the research could be enhanced by expanding the current model. The role of cultural issues could be investigated to add further depth to the model.

## **VII. CONCLUSION**

The major contribution to this study is the adoption of a more comprehensive approach to investigating determinants of purchase decision than previous studies. The literature on the aggregate relationships between store atmosphere, customer emotions and purchase decision is quite rich but it is not the case when the construct's individual dimensions. Thus, this study has a wider coverage of the key dimensions of store atmosphere and their impact on customer emotions and purchase decision from supermarket customer in Mega Matahari Kendari Southeast Sulawesi. Based on the research result and discussion, it concludes that store atmosphere on the customer emotions and purchase decision show a positive and significant impact. The test results indicate that there is enough empirical evidence to accept which states that store atmosphere significantly enhances the customer emotions and purchase decision. Moreover, a customer emotion has positive and significant impact on purchase decision.

Finally the test result for the impact of mediation variable shows that the impact of store atmosphere on purchase decision through customer emotions is partial mediation. There was enough empirical evidence to accept, the high customer emotions act as mediating the relationship between store atmosphere and purchase decision. That was, the store atmosphere directly has significant effect purchase decision. However, through customer emotions as mediation variable, store atmosphere significantly can affect purchase decision. Our findings support the theory of planned behavior is a marketing philosophy that focuses on maintaining long-term relationships with existing customers. The assumption underlying the concept of consumer behavior thinking is the final consumer or business customers prefer to establish a sustainable relationship with the organization from the customer's need changing in order to get the expected value. Those indicate that although the atmosphere store would be higher than its influence with purchasing decisions if through emotion, but the atmosphere shop directly to significantly affect purchasing decisions.

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